

**DIGITALISATION OF WORKPLACE: THE CHALLENGES
AND BENEFITS OF DISTANCE WORKING FOR EMPLOYEES
AT ORGANISATIONS**

University of Wales: Trinity Saint David

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Abstract

Chapter 1 of the following research introduces the research topic. Along with this, in chapter 1, the researcher has developed research aims and objectives along with research questions. In addition to this, the following chapter also discusses the research problem statement.

Chapter 2 of the following research provides a review and assessment of research articles on the following research topic. The researcher has reviewed different research papers that have already been published before.

Chapter 3 of the research methodology has included a broad discussion regarding the research approach and design being selected by the researcher. The chapter follows thereafter including a section on asset strategy and sampling of Data Collection followed by data analysis method and ethical consideration.

Chapter 4 on data analysis and findings has incorporated both quantitative and qualitative analysis. Quantitative analysis by graphical representation of survey responses has been done along with justification for each response. On the other hand, qualitative analysis of thematic representations alignment with research questions has been adequately carried out to comprehend the justification research questions.

Chapter 5 of the following research project concludes the findings of the research and also links the research result with the research objectives. Along with this, the researcher also provides recommendations based on the research findings to the research problem statement.

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Chapter 1: Introduction

1.1 Research background

Digitalisation is the basic concept that incorporates different technologies and appliances for the further benefit of an organisation. This study is going to focus on the importance of digitalisation in the workplace. Digitalisation was on the rise but due to the emergence of covid 19, digitalisation saw its peak. It is obvious in an organisational function, that employees and other managers proceed with various technological appliances. During the pandemic, the significance of digitalisation was more prominent allowing the development of the company. As all the humans were restricted within their residences due to the widespread of the deadly pandemic. It is difficult to keep a running organisation on hold for as long as 1 year. Thus, the managers and leaders of the organisation are incorporated in utilising the available tool for resuming the function of the organisation.

However, it is crucial to note that everything has its pros and cons attached to it. So, is the case with digitalisation. The research pivots on the benefits and negative aspects of the growth and personal development of the company and the employee in the firm. It also strategies on following policies and techniques for the growth of the enterprise. The most promising factor of digitalisation is that it allows the promotion of the company and products at the same time and allows the booming of the company.

1.2 Rationale

In the wake of Covid19, organizations have been increasingly relying on providing virtual work to the employees. As studied by Raghuram *et al.* (2019), the increasing risks of Covid19 have left organizations with no other option than to work from home. Thus, it has been difficult for businesses to suddenly cope with the situation due to a lack of acquaintance with previous similar experiences. The communication between organizational leaders, managers and employees has also been affected resulting in poor productivity and performance of the employees. There are also higher risks of anxiety and depression among employees due to lack of connection and communication with their office colleagues. On the other hand, the provision of virtual work has also favourable for employees as they have got adequate time for themselves as well as their family members have work-life balance for the employees. It is expected that work from home is expected to continue for sometimes and thus, the reliance of organizations on technologies and digitization is being in dispend organizations.

The background of the success of remote or virtual working rests on the extent to which organizations can implement ICT in their organizations. Remote working is beneficial for organizations in responding to urbanization and industrialization. As stated by Prasad *et al.* (2020), the advancement of digitization and technology is one of the leading factors contributing to its success of it. However, considering this, firms have still been unable to identify the key success factors which should be implemented them constitute a success of remote working and positive mental state for the employees. There is also a lack of understanding of the strategies that should be implemented by leaders and managers to effectively manage the performance of employees even working in remote areas. It has also been important to focus on optimum use of technology so that there is maximum communication established with the employees by eradicating the Phys barrier localization. However, the lack of understanding of these factors is often incurring a negative impact on the employees and their performance is deteriorating while they are working in remote environments. As influenced by Ferreira *et al.* (2021), the lack of acquaintance of organizational leaders and managers is hindering the growth of companies which shall have resulted from the implementation of best strategies related to remote working.

Therefore, the purpose of the current research is to primarily understand the role of digitization and technology in remote working so that leaders, managers and higher authorities of organizations can identify and implement the various technological tools which shall be implemented to foster communication with the employees, maintain their productivity, review their performance and enhancing their productivity. The research also aims to analyse the challenges and benefits of working for employees so that organizations could implement strategies which could successfully solve the problems faced by remote working employees. As studied by Davidescu *et al.* (2020), the benefits of remote working are many such as work work-flexibility and lesser stress for the employees. Moreover, the cost of businesses also reduces with remote working. Therefore, if organizations can curb the challenges of remote working faced by employees, there shall be maximum opportunities and growth for the businesses. Thus, the identification of the challenges of remote working in this study would be beneficial in formulating strategies for resolving those and constitute growth and betterment of the companies.

1.3 Research aims and objectives

The main aim of the research is to focus on the challenges and benefits of the working employee or any working member of the organisation.

The objectives can be described as:

- To find out the advantages of the remote working through digitalisation
- To evaluate the perks of the digitalisation in enhancing the purpose of the organisation's functions,
- To invest in the creation of strategies that allow further benefit and growth of the company
- To focus on the usability of the products in the infant builds

1.4 Research Questions

- What are the advantages of remote working through digitalisation?
- What are the perks of digitalisation in enhancing the purpose of the organisation's functions?
- What is the creation of strategies that allow further benefit and growth of the company?
- What is the stability of the products in the Indian build?

1.4 Scope of research

The scope of this research includes an analysis of the digital aspects of remote working. One of the indispensable factors required by organizations for providing remote working facilities to the employees is technology. How different technical tools shall be used effectively by organizations during virtual working have been discussed in the current study. This is helpful for organizations in identifying the tools they need to adopt and thus adapt shall arrange the funds needed for digital transfer formation of their business processes. The scope of the research also includes a discussion of the benefits and challenges of remote working so that firms understand the issues faced by their employees along with the potential benefits of virtual working. The discussion of strategies for solving problems of remote working shall be beneficial for organizations to constitute maximum benefit of remote working.

1.5 Purpose of research

The main purpose of the research is to focus on the topic of digitalization at workstations. It is the motive of the research to provide an in-depth glimpse of to the people the actual benefits and disadvantages of the process of digitalization. Through this research, the study is going to focus on providing information and knowledge for the benefit of normal people. IT can further aid them in deciding whether to choose digitalisation or not. The purpose of the research work is to

emphasise the scientific theories and strategies to get a holistic overview of the actual research work.

1.6 Significance of research

Research is conducted to collect evidence for a particular matter. In this case, the main emphasis of the research was to pivot on the concept of digitalisation. Digitalisation is a new concept, but the reach of digitalisation is vast and huge. Thus, it is implemented in various platforms from schooling to the workplace. Here, the study emphasises the vitality and utility of digitalization in the workplace. The importance of the research work suggests that digitalisation is an excellent tool that when utilised wisely can be a great and powerful tool for obtaining success for an organisation.

On the other hand, there are also different aspects of digitalisation that serves as the disadvantage of digitalisation and does more harm than good to the organisation and the employees. Thus, with the help of the research, it is learnt that digitalisation is both a powerful and in cases a disadvantageous tool as well. But on the contrary, note it can be stated that digitalisation is more inclined towards the benefits of a company. The study also lights up on the different techniques that are utilised in boosting a company through digitalisation.

1.7 Summary

Digitalisation is a booming and new concept that requires keen attention along with a clear purpose of the study. This tool or technology can be used through various platforms making the maximum benefit of digitalisation. Like every people, digitalisation also came into the light in the corporate world making it the most crucial part of an organisation's development and increasing visibility. Increasing visibility is one of the crucial parts of an organisation that allow the let know of people about the brand or the organisation. Thus, making maximum use of this tool is the key factor in an organisation.

However, during the pandemic or the covid 19 situation, the importance of this tool became more prominent. As the world was going through a phase of lockdown, the organisation's higher authority had to incorporate something to run the organisation anyway. It is when the concept of remote work and digitalisation came hand in hand making the progress of the company even though the tough time. It is important to understand that certain items are bound to be used by every individual daily and thus require production and supply. It is when the employee of an organisation works through digitalisation to make ends meet during the tough times.

Chapter 2: Literature review

2.1 Introduction

Before the Covid19, most the organizations did not realize the importance or need for providing remote working processes to the employees. However, as soon as Covid19 occurred, 95% of workplaces shifted to remote working. Remote or virtual working has been hugely assisted by digital technologies implemented in organizations. Virtual working relies highly on collaboration and communication between the different authorities and departments of an organization. If organizations are complementing the right steps and strategies, virtual working has been highly influential for organizations as well as for employees. On the other hand, some organizations have been unable to opt for the right technologies, tools, and strategies to constitute the satisfaction or motivation of the employees during work from home. Therefore, remote working involves both challenges and benefits depending on the visual organizational scenarios, the role of leaders and managers and strategies adopted by the organization. The huge focus of the current research is to analyse the benefits and challenges associated with the virtual working environment. The current section on review of literature is presented to understand the concept of Virtual Work, its benefits, its impact on motivation, the influence of technology on virtual working, challenges, and strategies to overcome challenges. The conceptual framework has also been highlighted in this chapter with clear identification of the dependent and independent variables.

2.2 Conceptual framework

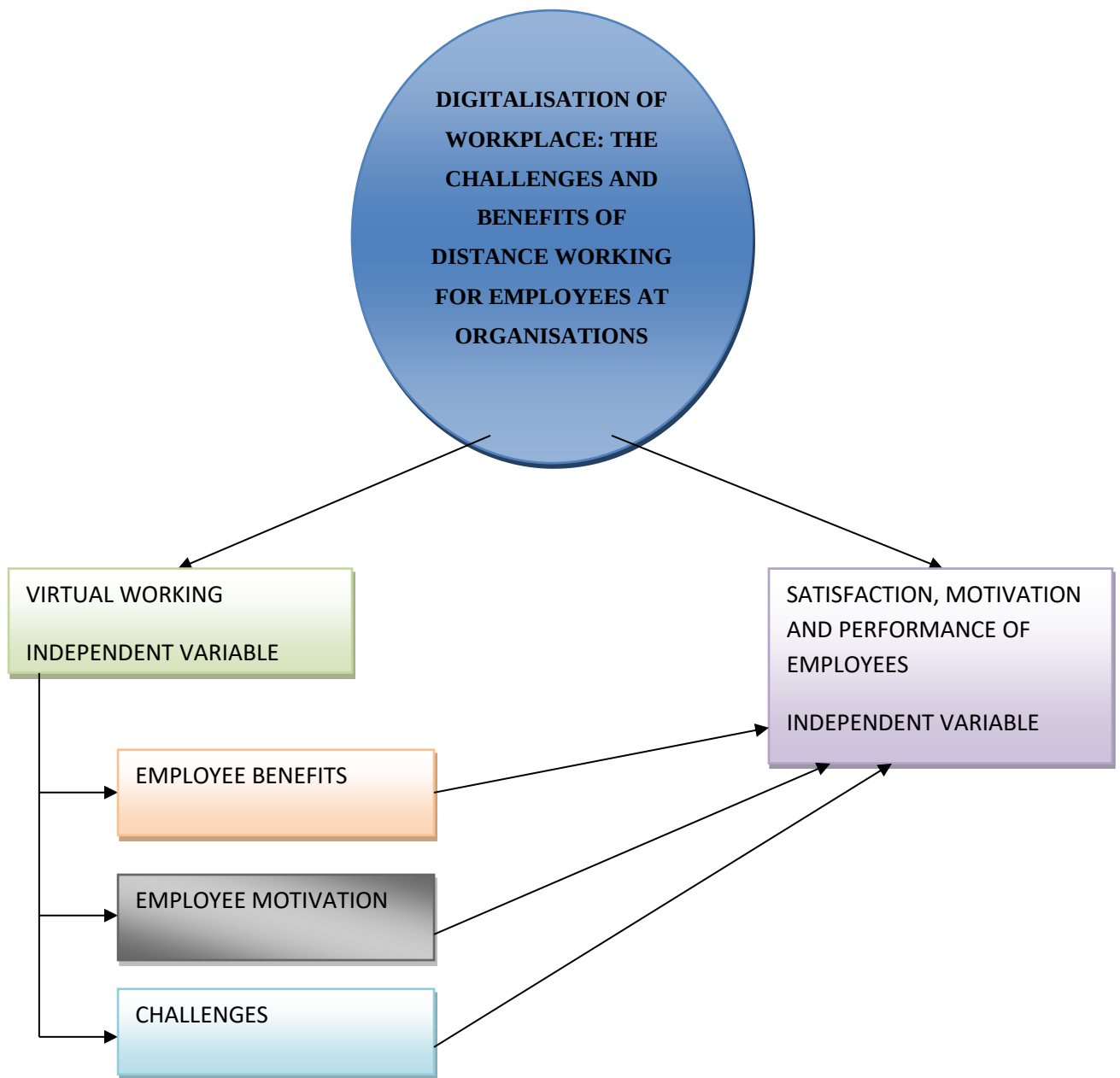


Figure 2.1: Conceptual framework

(Source: created by author)

2.3 Digitization in the workplace and the concept of remote working

Digitalisation is the idea of changing an existing work platform into a digitalised version, where the documents and files of a project are operated through a digital medium. Digitalisation can be used in the case of an image, file, sound documents and more or less everything under the sun. The main purpose of digitalisation is to generate automation, improved data quality, structuring of data, and collection of data. This is improved data, technology and automation lly only good boost to an organisation that is planning on improving its present condition. Digitalisation in the workplace is very important and it opens up a lot of doors for the growth of both an organisation and the employees of the firm.

The advanced technology and innovation of science is a blessing that can be used by the enterprise for the benefit and development of an organisation. Digitalisation is a boon as it allows to drive in the visibility o the organisation on global platforms. Thus, it is beneficial for the company as it promotes the business on the international level making the demand for the company's products and services in high demand. Digitalisation in a workplace can improve the condition of the company by encapsulating newly developed software for the growth of the company. Specifically talking in consideration of the current scenario around the world digitalisation is very crucial.

The other importance of digitalisation in the workplace is that it enables or open ups a streamlining of rebuke generation of the company and earns the regular source of income at the same time. digitalisation today is so important as it can change the demand for the product and service provided to the company. As described by Ferreira *et al.* (2021), it also changes the market demand of the society and the people along with the demands in place. Digitalisation can also be stated as the transformation and transition of the world service and working in business and its revenue generation of a company.

Covid 19 is a controversial topic that has both advantages and disadvantages. It is obvious that the idea is a deadly hover, the pandemic has opened up a vast gateway for a lot of people. Remote working was merely just a concept that had very little existence in the actual world. However, this changed after the pandemic making remote working the new normal for employees of the organisation and the higher authority of the organisation. Remote working has enabled people to work and provide their best services to the company in the comfort of their home and stay safe at the same time.

It is observed that many organisations made a huge profit during the pandemic and thus the revenue generation of the firm is at its peak. Employees when were offered the option of working remotely they felt relieved and focused and this helped the employees to come up with new ideas and innovations making the growth of the company. Thus, a lot of organisation is now focusing on the concept of remote working.

2.4 Leadership and digitalisation

Leadership is an excellent quality to have in an individual. It allows the personality development of an individual. A leader within an organisation needs to promote organisational progression. In an organization, leadership stands a part of the management team and facilitates in making the various decision of the company. As suggested by Ferreira *et al.* (2021), A leader is also someone who aids employees in following certain paths that facilitate both the employee and the organization. A leader in a company plays a pivotal by levitating the main purpose of growth.

Digitalisation has an interconnected relationship with leadership in an organisation it is crucial to have a perfect leader to guide the employees of the organisation. there are specific features or characteristics one leader always has to be able to motivate the employees within the company. a good business leader has features like self-awareness, decisiveness, integrity, fairness, enthusiasm and the apple of motivation. each of these characteristics or features has different roles to clean in the development and growth of an employee the leader within the organisation having self-awareness it else enables these and its employees to follow weaknesses and strengths itotot decisions for the other profit generation of the company. A leader should also be able to provide decision making and understanding among the workers of the company understand and capsule the same behaviour a good leader within and firm. digitalisation is one of the crucial growing platforms that have lately allowed the growth of revenue generation anincreasedse the amount of visibility of a business.

The function of a proper leader is true to create goals that are built around the strategic development of the firm along with motivating every worker in the organisation. it is also the function of the leader to create a successful group by providing different information and value of the company and making it among the most successful part of the organisation. however, it is observed that there are different kinds of effects of digitalisation in the world of firms. As per the view of Ferreira *et al.* (2021), it is stated by different Scholars that the remote working situation and the digitalisation have caused a different and adverse effect on motivation only employees.

like, for example, naturally it is believed that a leader confronting an employee has been greater potential to motivate workers.

Leadership Style Leadership Skill	Adaptive Leadership	Authentic Leadership	Servant Leadership
Motivation	Not only able to tackle other people's problems in challenging situations, but also encourage employees to solve those by themselves (Heifetz et al., 2009; Northouse, 2016)	Triggering motivation and learning within followers; psychological capacities can foster positive development within employees themselves (George, 2003; Luthans & Avolio, 2003)	
Empathy			Followers are put first and empowered by the leader (Northouse, 2016)
Openness	CRUCIAL BUT INDEPENDENT OF LEADERSHIP STYLE		

A different perspective of digitalization in the context of leadership has been noticed during the period of pandemics. Depending on the make all the people along with the employees of the organisation were supposed to stay at the respect making the working situation of the organisation locate into each of the employee's residences during this period.

It was a notice that a lot of employees felt the benefit of digitalisation. For instance, it can be stated that digitalisation has helped to stay closely connected with the employee leader and the organisation making a free-flowing piece of information travel from one to the under without creating any sort of disturbance among the employees of the enterprise. However, it can be said that digitalisation has broken down all the barriers of the traditional boundaries and hierarchy of frequency notions of leadership.

2.5 Impact of remote working on employees

The most important effect of remote working on the employees that can be not used is the increased level of productivity is observed and stated when the employees of the farm are posted at their residences and allow the process of working in functioning for the benefit of the organisation most of the employees where enthusiastic happy and noted on the fact of promoting the growth of the Enterprise the presence of remote working was there for a quite long per period in organisations but the higher authority of the organisations preferred on making their employees day within the companies walk place physically rather than allowing them to work from their residence be

stated that decision of the higher authority of the farm was due to the purpose of making the employees do overtime.

It is learned from a report that several employees considered remote working or work from home options as a boon in the time of the pandemic. It is also learnt that different workers belong from different geographical locations of the world. As suggested by Ferreira *et al.* (2021), this pandemic makes it has been possible for all the employees and be comfortable and yet walk for the organisation and its further growth the employees are found to be more enthusiastic flexible and have greater autonomy within the work provided from the end of the organisation.

alternate the different views of the employees are noticed about the new concept of remote working and digitalisation is that the employees remain more self-aware concentrative as they can spend time with your family new ones and engage in recreational trust. according to psychology, it has been proven when a person engages himself or herself within the dark that the person enjoys it is no surprise that why an employee when provided the opportunity of working from home or remote working which eventually helps in the development along with the growth of the enterprise.

it is found in the conversation with the employees of the company that the employees enjoy the comfort of being within their home and exclude the time of community which is both exhausting and time-consuming for the employees to being able to save the amount of time for commuting and utilising it for integrity and innovation within the fellow members of the organisation to promote growth however like any other thing it is not only the good and better effects of remote working that has been provided to the employees of the organisation

on the other hand, there are also different cons of remote working along with digitalisation which is the mental will be and physical will be of the employees are seeing to be decreasing else remote work involves sitting contently on a particular place which is completely divided of physical exercise movement or any format of working of the employee.

2.6 Digital transformation via remote work culture

Socialization is the gift of the 21st century different organisation heads utilise the digital tool and allow the growth of the company. Digital transformation is becoming important in distance working. The secondary research examines the way staff productivity levels, document behaviours, work expectations and job satisfaction have changed at the time of the global crisis of COVID-19. It can be accepted at the

start while all were adjusting, however as the remote work becomes the permanent norm for various firms, the IT leaders can commit to the digital transformation and also invest in proper solutions for improving the firms. Even with many staffs remote, 40% are scanning and 65% are printing over 60% are not having scanners or printers at home. The secondary report states, that nearly 52% of the staff plan to do work from the home during COVID and post-covid time. Nearly 61% agreed policy of working from home is vital for the upcoming job opportunities. Even in IT sectors and other different sectors are encouraging staff not to come back to the office or are developing highly flexible policies of WFH or work from home.

Distance working is also called work from home or remote working. This creates an arrangement of flexible working arrangements which allows staff to work from the remote location outside of the corporate offices. Distance working is the staff practice of doing the jobs from the location rather than central office operated by the employer. These locations would include homes of staff, the co-working or different shared spaces and different places traditional corporate's outside of campus.

Distance working needs a mix of technology, processes and the right culture geared particularly across enabling the virtual groups to work effectively from anywhere. The proper remote workforce normally shares common characteristics such as collaboration and communication tools, reliable and strong connectivity, a healthy culture, and many more. Remote working creates various benefits to the staff. It helps to create more autonomy for staff in different sectors and provides bigger flexibility to them. It encourages staff to work properly and deliver better results. Remote working creates high productivity and better balance in work-life. Remote staff can make less commute time and for companies, this eliminates the staff turnover and requirement for the office space.

discusses workplace digitalisation where research focuses on benefits and issues of the distance working for staff at the firm. The study also discusses the theories like TAM or organisational life cycle theory. However, these theories are old and already used in various research. Even literature fails to cover every area like the impact of remote working on staff or organisations and other areas.

On the other hand, remote working creates disadvantages like staff will not get any social isolation and may lead to more working hours. Even the staff will feel job satisfaction and also there will strain created on the groups. In different sectors like IT or the technological service

industry, staff can find overlap between their personal and work-life.

2.7 Impact of digitalisation

Digitalisation can be regarded as one of being a blessing in today's world it has contributed to different fields making the process of working and functioning easier. there are different kinds of impacts they can notice digitalisation the greatest impact of digitalisation can be noticed in the economy. talking about the economy of the world the different fields of working like share market, stocks, currencies, cryptocurrencies, and Bitcoins like this are the innovation and production of the digitalisation into the economy of the world making it possible for different people all approach the world access the similar kind of thing at the comfortable home due to the axis of utilization within the globe approaches aspect digitalization in the economy of the organisations has resulted into a notable productivity employee Apex competition along with the mass interaction of governance and institutions.

Digitalisation has some of the prominent footprints that have helped the people employees and people. in general, digitalization has helped in the reduction of unemployment through the incorporation of different social media platform that has millions of fans following days it is not only the employment of youths but digitalisation has also impacted in changing the lives of the youth by putting them into the Limelight of successful growth and the opportunity. it has also helped the use of the generation as a by-product of the Technology.

It is obvious that on being employed the quality of the life is supposed to improve and increase with different facilities technology and well well-being the world. it is also the impact of digitalisation that it has helped normal people citizens employees to have quick access to news services and public appearances around us surrounding are the company at ones. On the other perspective digitalisation can also be able did stating that it is not only the private company and organisations that have invested in it.

in digitalisation of the companies but it is also the government that has started utilising the digitisation for the transparency clarity and the efficiency for digitalisation has created a great opportunity through providing the fastest services of various sectors like veg production resources security and different such things digitalisation and its transformation is and fears debate among these people.

Digitalisation has become one such platform which has managed to create a Revolutionary effect on almost every field and aspect of the society which can be categorized arrange from health, education, science, economy, lifestyle, invasion, and sustainability, digitalisation has been full ability to refurbish the business models strategies and the mode of operation of different institutions. let's discuss some of the positive effects of digitalisation it is held in streamlining processes within the business which has assisted in the innovation method along with increasing efficiency. it is also contributed to the higher productivity level of the employees within and Company.

Digitalisation has also provided in reduce dread of operational costs of a company increased transparency and contributed to the place errors of human which is plus point for the organisation like it in words of checking and documenting for an organisation.

2.8 Future of workplace and digitalisation

It is evident if one pays keen attention to the growth and globalisation of the world that technology and digitalisation are essential. Digitalisation is a strong tool that is here to facilitate organisations in achieving their vision and missions. digitisation has given opportunities to many organisations to increase their business and draw the maximum advantage of digitalisation into the business of individuals. By being digitalised the companies can have more organised ways of working. The employees of the organization can have more time that can be utilised for the innovation of the company.

We understand that digitalisation is the future of business and improvement in organisational growth. Digitalisation is here to stay and provide the necessary support and boost to the employees and the company itself. On observing the current condition of things is evident that digitalisation is the by-product of the advancement of technology across the world. It is observed and stated by different scholars and intelligent observers that remote working and digitalisation are the future. It has great potential to allow the growth of a company and procure revenue generation for the enterprise. So, digitalisation is required to be implemented by a very firm for the betterment of the company.

Every organisation must reevaluate the current scenario and then redesign its strategy of the organisation. this provides an in-depth analysis of the company's portfolio making it the most possible realistic planning and strategy creation for the future of the company. Similarly, if an organisation is in the 21st century but s21st assumes that the working and mechanism of the

organisation is going to function in the old traditional way, then it is the issue of the organisation not being able to succeed in business.

2.9 Advantages of remote working for employees

One of the major advantages of virtual working lies in providing work-life balance for employees. As commented by Ferreira et al. (2021), previously employees had to regularly commute to the office for completing their work which consumed huge time. Employees have to spend time on transportation takes tollil the ondressd energy level of employees. Thus, when they are working virtually, they do not have to face the hassles of commuting to regulregularlys. They can put focus on their work and log out whenever their work is done. This is an important factor indicating woworkworklanlife balance employees and they shall spend more time with their family, friends and relatives.

Another important benefit of virtual working is flexible scheduling. As studied by Prasad et al. (2020), employees who are working remotely can plan their life and daily activities. This provides them autonomy to plan their lives and take care of their family members too. Employees also have the opportunity to modify their working schedules as per their preferenpreferencesrovides high flexibility to them. When employees have to work from off that there is a fixed timeslot in which they have to work. However, when they work remotely, they shall start their work in preferred timeslots which shall turn out to be highly convenient for them. They shall also be able to take breaks in the middle of their work and go for personal work such as doctor app appointments other relworkworks which shall provide immense satisfaction to the employees.

The financial benefit of virtual working is also crucial. When employees are allowed to work from their home, the homes do not have to spend adequate theunt on transport on fuels or parking. Moreover, as highlighted by Ipsenet al. (2021), employees also have to spend on formal clothing for the office. All these expenses could be curbed and lowered with the initiation of virtual working which shall lead to significant financial savings for the employees. The benefits for parents are more significant as parents often have to spend a lump sum amount on babysitters, kindergartens, crèches or nurses for looking after their children when they are in office. However, this problem is also mitigated with the help of virtual work as parents can look after their children by themselves and shall not have to incur expenses on after-school programmes.

Virtual working shall be beneficial for the economic growth of a country by boosting the employment rate. This is because pregnant women or disabled people are often unable to avail employment opportunities due to their physical constraints. However, when they are provided with the remote workoptionstion, they also avail signifiopportunitiesunity to earn and thus, this is immensely beneficial for boosting the employment rate and economic stability of a country. Sometimes employees become highly stressed as they have to go to the office Traffics and roadblocks and the pressure of going to the office within a specified timeslot shall create mental pressure on employees. However, all these problems shall be eradicated efficiently through virtual working owing and employees shall be able to work with a positive state of mind.

2.10 Impact of remote working on employee motivation

2.10.1 Maslow's hierarchy of needs theory

Maslow's hierarchy of needs theory is a motivational theory which highlights some of the basic aspects of motive national requirements of individuals. As studied byWanget *al.* (2021), the five broad categories highlighted by Maslow for motivational needs are physiological, security needs, love and belonging, esteem needs and self-actualization. This model shall be implemented to analyse the motivational impact of virtual work on employees. The physiological needs of employees are referred to as some of the basic needs that provimotivate. As such, in the context of employment, remuneration, financial benefits and monetary gains are some of the physiological needs of people. When employees are provided with virtual working, they receeworkancial benefits as they do not have to spend on transportation. This acts as a motivational factor for employees due to virtual working.

On the other hand, security needs refer to the stead employment where employees can be assured of their job to prevail for a longer period. When employees work in an office, there are higher risks of organizational politics and conflicts among the team members leading to resentment, frustration and disagreements among the members. However, as stated by Davidescuet *al.* (2020), virtual working is associated with limited communication among employees due to which, there are lesser risks of organizational politics and conflicts. This significantly reduces the risks of turnover or poor performance of employees, thus, leading to higher motivational needs.

The third motivational need of individuals as highlighted by Maslow is love and belonging which are referred to as good relationships and bonds between individuals. In an organizational setting,

it is important to have peaceful and harmonious relationships between the members. The importance of remote working lies in lesser risks of conflicts among the members due to which, they would be able to complete their work without interruptions (Raišienė *et al.* 2020). Moreover, some organizations have focused on improved relationships and communication between leaders and employees identifying the issues faced by employees so that those can be solved effectively to provide a positive work environment and experience to the employees. This is also a contributory factor to employee motivation because while working in an office, leaders were reluctant to communicate with the employees regularly for employees to share the issues faced by them and resolve those efficiently.

Esteem needs are the personal needs of individuals such as social recognition, ability to pursue hobbies and higher confidence in individuals. Showing provides upliftment in the self-esteem of people is through allowing them to have work-life balance so that they can pursue their hobbies or fun activities in their free time. In virtual work, employees shall easily be recognized for their contribution to organizational productivity and betterment. It is difficult to recognize positive performance and contribution of employees when working from the office as leaders shall of the ten have to pay focus on a lot of employees at a time (Vyas and Butakhieo, 2021). However, during virtual working, leaders able to recognize the performance of each of the employees leading to praising them which acts as a motivational factor for them.

The last factor of Maslow's needs theory is self-actualization which is defined as working towards the personal aims and objectives of an individual. When employees work from the office regularly, they are often unable to practice their favorite hobbies such as swimming or indulging in physical activity. On the other hand, since employees can work-life balance, they shall easily do the work that they have deemed for in their life. This is also a significant motivational factor for employees in the course of virtual work.

2.10.2 Herzberg two factor theory

The Herzberg two-factor theory is associated with two sets of factors known as hygiene and motivational factors. The hygiene factors are a set of activities; the absence of which shall result in a lack of motivation among employees. On the other hand, motivational factors are a set of activities and strategies which shall be implemented to motivate the employees. One of the leading hygiene factors highlighted by Herzberg is salary and financial benefit. As studied by Ferreir et al.

al. (2021), virtual working contributes to higher financial benefits for the employees as it can save expenses they incur while commuting to office. Along with that, working condition is also an important factor for employees' motivation. Poor organizational environment and working conditions shall often result in resentment and dissatisfaction among employees. One of the major risks related to the organizational environment is conflict and disagreement among employees. As a result of that, the organizational environment gets hampered. Organizational politics also contribute negatively to the psychology and behavior of the employees. However, when employees work in a virtual environment, they are mostly with their family members and the risks of politics and conflicts are also lesser. This helps in fostering positive psychology and working environment for the employees. As influenced by Charalampouset *al.* (2019), quality of supervision is an important factor where employees want to be constantly guided by their supervisor to learn and develop. Thus, when employees are working in a virtual environment, they are better supervised by their seniors due to their use of technology in their work procedures. This allows employees to learn about their poor performance indicators or weaknesses and work weaknesses and make necessary changes. The so influential factor in motivation of employees. In the opinion of Panisoaraet *al.* (2020), employees always like to work with organizations which provide flexible working policies to them. Thus, when employees are working from home, they shall not be able to complete their work as they also have the opportunity to work. This helps in curbing the risks of stress or boredom while working.

Contrary to hygiene factors, the direct motivational factors include performance and achievement. This refers to opportunities for the employees where they shall perform autonomously and achieve excellence. Thus, when employees are working from home, they have to complete the work by themselves as they do not have their peers or colleagues to help them. This makes the situation challenging for the employees and they are unable to complete their work with their skills. As stated by Raghuramet *al.* (2019), this helps in the betterment of the performance of the employees thus, allowing them to take on challenging tasks and achieve their goals with excellence. In addition to that, personal growth opportunities for the employees are also important. During virtual working, the opportunities for gaining growth in the professional field of an individual are limited due to which, there shall be lack of motivation. When employees work from office, they are able to identify the performance and strengths of the employees which helps in promotions and

increments (Beauregard, Basile and Canonico, 2019). However, on the other hand, employees are constituted to grow in their personal lives as they will be able to do their hobbies or work in their interest areas. Challenges are virtual work for employees

Despite the many advantages of virtual working, there are significant challenges when leaders and managers are unable to adopt the right strategies for virtual working. As influenced by Beauregard, Basile and Canonico (2019), working virtually can be successful without having anyone's location if people can make a system which supports the overall team only after then anyone can pull this off. The first challenge that is faced when working virtually is that everyone has different communication styles. As stated by Charalampous *et al.* (2019), everyone prefers to communicate differently. Some of some people have a preference for reaching out through emails while others have the preference for reaching out by texting instantly. For supporting collaboration, an individual needs to create a structure which supports it and they need to manage the entire team's communication style. People can choose to live wherever they want even if the location is a few miles from the location of the business as long as they keep being online for their part of the day. People have to make sure that when their employees are having issues then they should collaborate and help the employees to overcome their problems just like they would help if they were working offline. However, the challenge of virtual work for employees is a lack of collaboration as many of their team members shall be active in different time zones which is likely to hamper communication and collaboration processes in companies. The second challenge faced when virtual working is the lack of structure. As stated by Raišienė *et al.* (2020), similar to communication, a team can be at a disadvantage when there is a lack of structure. People have to make sure that they are continuously revising their procedures and process to be as well organized as possible. An individual can be helped by supervising an analysis of workflow which makes them to understand their working process better.

The third challenge faced while virtually working for a team is when the right tools are not used for the team's activities. As mentioned by Prasad *et al.* (2020), when someone is working offline, their teammates will flourish by getting access to the best tools. Some of the business organizations include their technology loan into the employees' contracts. The employees will have their own equipment after a certain period of trial. To deliver good services, an individual needs to invest in the correct tools which will boost their company. That is why the person needs

to make sure that they have up-to-date technology update for every employee and for the sake of the company's betterment. The fourth challenge of virtual working for a team is about trusting. As influenced by Ferreira *et al.* (2021), when an individual is spending their money but does not see where it is being used, that person becomes distrustful. A teammate might notice that they are working more than other workers while others never do their best and never respond quickly then that teammate can feel defensive and withdrawn. Digital team's one of the most vital challenges is distrust. The person has to make sure that the tools of their team are transparent. This allows them to see the amount of work being completed by each employee per week. When a misunderstanding becomes a little more serious then it turns into distrust.

Another challenge of working in virtual working is the distracting environment. As commented by Charalampous *et al.* (2019), virtual work is always convenient for employees; however, it needs a good and soothing environment to work. It is often seen that the teammates who work virtually struggle to work in such distracting environments. The home ambience in which employees work is often chaotic and informal which would lead to distraction of employees. This distraction then affects the employees' best performance and thus, they present a not-so-much-good work. Slow response is also a major issue faced by employees in virtual work environment. As viewed by Ipsen *et al.* (2021), if a person wants to maintain the consistency of their efficient workflow then semi-regular hours of business will be needed to be maintained by that person, which means at a particular point in a day there have to be a moment when everyone is available and online to communicate. Every team has to operate under some particular schedules and deadlines. To support all the people, a defined structure has to be set up if there is slowness in the progress by the differences in time zone.

There is also a lack of corporate or organizational culture in virtual work. As studied by Wang *et al.* (2021), it is a tricky challenge compared to the other challenges. To make an amazing office culture can be pretty hard when an individual does not have an office. The team members can go several days without talking to each other and in all probability, they may never meet face to face. However, it is vital to make an office culture. It helps to build a continuing conversation if a company or department has instant text groups. Whenever it is possible, a person should share stories of their weekend, ask about their team's hobbies and swap memes. To build a good culture in the office, bonding opportunities should be motivated. The last challenge faced in virtual

woschedulinghedule meetings. As commented by Raišienė *et al.* (2021), it can be difficult for various teams who are working virtually as they find themselves working and setting up meetings from various places in the world. Everyone has to compromise when an individual's team works on broadly various schedules. Meaning, some of the people might need to wake up very early in the morning and log in to meet with the other team that members according to their geographical time. One of the most crucial parts of bringing the teams together via human interactions is to make meetings. The meetings check-in one to check in and clear the air on progress no matter if the team members are held daily or weekly.

Chapter 3: Methodology

3.1 Introduction

Methodology can be taken as one of the procedures through which it discusses the different methods that have been undertaken during the course of the research work. Here there is a utilisation of a Conceptual Framework for research on the realisation and its various impacts within the workplace of an organisation in this piece of a research study discusses the value, belief, choices and Guides for the research conduction it also has a proforma of coherent skin along with the logical scheme. Hindi section of methodology that is further discussion about the approaches methods procedure of Data Collection designing that have gone through the research work of digitalisation and its and cons very utilisation of various procedures under the methodology like deductive approach, inclusive, exclusive approaches, data collections, sample, designing, survey, questionnaire, interview. During research methodology, it is been noticed that the research has different methods that can be used for the further progression of the case study it as experiments, focus groups, interviews, observation and services which discussions depending on the type of research the methodology of the research work on digitalisation methodology of a research paper can be described through the enquiry of logic that is qualitative or quantitative the number of parties within the method that has been on the point in the research of digitalisation.

There are affected discussions about the ethical issues within the research where it is supposed to have a year and testing wish and vision of the participant without any compilation or force of the act, on the contrary, includes the measures and processes that have helped in the collection of several participant people who have helped in the finding research digitalisation in the workplace different parts of a methodology that in chronological order compiles the entire process of

research work it has data analysis be procedure and methods through which the data has been collected it also has sampling size. like for example, it can be stated as the mode of ethics that has been taken into consideration for the order process of the research conduction it also involves data analysis its procedure and method.

3.2 Research Philosophy

Research philosophy is what a belief through it has been accumulated and the methods phenomena that is been applied while the collection of the data analyse and finally research like the positivist, pragmatists, enterprises stick research philosophy there are different interpretation and utilisation of each research philosophy that undergoes while the selection of particular research work here, in this case, there is the utilization of positivist research along with those positive not only on the actual knowledge that is gathered while the process of observation persisted but it also includes different measurement which allows the process of trust and accuracy for the research conduction. Post first is the question of study it is going utilise for the further progression of a company and the most crucialsitive positive vision is that it is the greatest philosophy that has been used and benefited from its different organisations the best part of our positive reason is that it has been potential create scientific evidence and practical control experiments with statistics researcher will analyse the collected data by using tables, graphs and charts. For this purpose, Excel, a data analysis tool will be used to generate tables, graphs and charts.

The main motive of using positive research philosophy is that it provides a quantitative data analysis which is another park or benefit of using this research philosophy The Other respect utilising positive research philosophy. it provides a value for freedom for all the participants who are taking part in the research. it can also be said that philosophy has more reliability than any other form of research philosophy in the context methodology of research work. it also gives an emphasise and glimpse into the objective database and its collection which help in performing and finding a better analysis of the research. It has contributed to the representation of a particular group or community making it to be a part of their representative. On a further note, it can be stated that there is a particular train or pattern that can be noticed while performing the research philosophy of positivism that has been applied in the digitalisation of the workplace in this case study.

3.3 Research Approach

researcher will use the deductive approach in the research. It is because primary quantitative

research will be applied by the researcher. It is also known as the top-down technique. So, the researcher will first determine digitalisation in the workplace and then identify the disadvantage and advantages to workers at the organisation.

have developed a clear focus for their research, inquiry or investigation;

- have identified the context, boundaries and stakeholder interests;
- have considered research perspectives and ethical concerns and procedures;
- have considered research perspectives and ethical concerns and procedures; are informed about data collection and analysis and are in a position to successfully complete their research project.

Research approach can be described in the form of a procedure or a plan which has several states to be covered while performing the resort on and particular topic here in context to this the topic discussing or period into the research on the topic research of digitalisation and its parts along with the cons in a work among the employees. in this regard, it can be seen that there is a broad spectrum of exemptions that have been drawn and made in detail for the progression of the method research approach for Methodology.

it also includes analysis data collection and interpretation of various sources of information that have been collected while moving with the research work of digitalisation. here in this case we have incorporated the deductive research approach. however, there are two types of main research philosophy or approach that can be stated as Inductive and deductive research approaches in of methodology of resource work. the main reason for utilising the deductive method of research approach is that it allows the deductive research approach inches of the methodology is precious and vital but it only depends on the kind of case study that the research approach is practical.

the main reason why the deductive research approach has been shown is that it is one of the approaches where typically a single person is associated with the scientific investigation of the resource. Another crucial and most vital region for introducing a deductive approach in the research of methodology for digitalisation is that the deductive approach provides non-reputable yet solid conclusive answers to a particular research work making the work of an individual much easier and finding a prominent conclusion for the research work.

It is believed that the deductive approach is one of the most suitable procedures for research conduction. it not only allows to draw all the possibilities of casual relationships but it also conducts a mode of possibility between the variables and the main concept of research work here

in case of digitalisation and its along with the corn periods on the confirmation of the actual basicity of research work.

3.4 Research Design

primary quantitative data collection method will be used in this research to collect the data.

The researcher will use a survey to collect data from respondents. As stated by Wang *et al.* (2021),

The researcher will ask close-

ended questions in the form of questionnaires. The sample size of the research is 50. The respondents will be staff who are working remotely in

different sectors in the UK like IT or technology services. The researcher will use the random probability sampling technique to collect data randomly from respondents. It is a fast approach and effective for surveys.

Research Design is one of the crucial parts of the methodology under the research frame. Research Design can be described as the platform or proforma chosen by a researcher while proceeding during the conduction of research. in the case of the study, the resort design concentrates on digitalisation and its impact on the employee in the organisation or what place. As suggested by Wang *et al.* (2021), Research Design is also one of the bases and necessity of performing a research work a lot of about the research depends on the kind of tool or type of Research Design that has been chosen while performing the research task.

the rate of success and failure in research work is majorly dependent on the design or framework of research. in the case of digitalisation, we have in descriptive research designing there are various types of research designing that one may come across while going through a research work which can be stated in terms of experimental, correlational and Research Design however it is accepted and widely used by many researchers and colour the descriptive Research Design. As described by Wang *et al.* (2021), the utmost importance of descriptive Research Design can be found while moving or proceeding with the research work Where the main function of descriptive research is Research Design of digitalisation. it is the collection of systematic information that describes a particular population phenomenon or situation it helps in finding all the wise in context to research work. for example, it allows in the description of when what and where and how the question arises regarding the problem of research work and helps in resolving the issue.

3.5 Search strategy

The study's search technique is based on a specific focus group that highlights similar experiences among all participants. The participants who were allowed to offer subjective opinions were chosen to be objectively aligned with the study's research goal (Hürlimann, 2019). In essence, the research has used two different search techniques. Qualitative research has been accommodated in the first category through the use of secondary databases. It has enabled the researcher to conduct a thorough examination of existing theoretical frameworks and research literature analysing the role of remote working in a brand's sales pitch. In the second category, the study involved identifying participants in the quantitative distribution of data using survey tools.

The qualitative data collecting search strategy would be based on a set of individual keywords as well as an inclusion and exclusion approach. This is mentioned in the tabular form below:

Inclusion Criterion	Exclusion Criterion
Publication year within 5 years of currency, i.e., 2018 to Present	Publication year beyond 5 years of currency from Present
English language documents	Any other languages than English
Full-text documents	Abstract or brief documents
Academic journals, the official Nike website and books	Non-academic websites and articles
Keywords: <i>Online, Remote works, Organisational motivation, Team management, work from home</i>	

Table 3.1: Inclusion and exclusion criterion

(Source: Self Developed)

3.5.1 Sampling strategy

A total of 100 employees working on a work-from home basis were chosen from social media platforms such as Facebook and LinkedIn. Only 50 people were chosen using a “random probability sampling technique”. The population size was chosen based on their willingness to participate in the study and their vicinity to be easily contacted.

3.6 Data Collection Method

To address the research issue, this study used a mixed-method approach. Mixed method research combines qualitative and quantitative methods to perform research (Kaushik and Walsh, 2019). The qualitative method aided the researcher in gathering in-depth knowledge about the issue, whilst the quantitative method aided in determining what the bulk of the data supports in answering the research questions.

The researcher used an online survey of 51 marketing professionals from Nike in India to collect primary quantitative data to generate recommendations or solutions to address the research's problem. Based on the research questions, ten open-ended questions have been asked. The researcher used a secondary data gathering strategy to collect qualitative data. Secondary qualitative data is gathered through articles, books, newspapers, journals, and authentic websites.

3.7 Data Analysis

The 51 replies collected through the online survey were statistically analyzed and represented graphically using MS Excel. On the other hand, analysis of themes was used to analyse qualitative data. Based on the research aims and questions, four themes have been identified to justify the research in its whole.

The data collection process has significantly focused on the assessment of individual insights from employees working in a distant setting. Questions were asked regarding the proximity of ease and availability of their supervisor during times of difficult communication. Other than that, advantages and disadvantages of remote working conditions for employees were also asked through close-ended questions. Additionally, the factor of motivation integration through secondary analysis has also helped for the study to encompass a wider spectrum of information. Descriptive information has been included in the analysis of secondary themes. In doing so the secondary things have been made on research questions. The aim of Data Collection has been

towards collecting secondary and primary data and reflect them according to the justification of research questions. In doing so, the researcher has evaluated both advantages and disadvantages of using a digitalised medium for an organisation's operations. Other than that, factors regarding investment ratios and impact on organisational proficiency and resource capacity have also been adequately discussed. The focus through secondary thematic analysis has extensively been provided towards undermining the usability of products and operational procedures during times of social distancing.

3.8 Ethical consideration

As studied by Wang *et al.* (2021), the inclusion of ethical considerations in research verifies a set of collective norms that have been established to include third parties in the study. Furthermore, the research's ethical issues have underlined the importance of integrating privacy and secrecy while adding personal insights. To avoid manipulation of thoughts and literature acquired throughout the study, the researcher has included the "Data Protection Act 2018" and the "Copyright Act." Participants in the survey also signed an ethical consent form, which was approved by the university and allowed participants and readers to learn more about the research's validity and reliability.

Other than that, the researcher has also focused on the maintenance of reliability and validity to the entity of the research. Reliability has been maintained by use of current research papers and academic literatures based on the previously mentioned exclusion and inclusion criteria. Other than that, validity and relevance of the research consistently consists and maintains the integrity of in-text citations and referring to findings of previous research. A consent form was signed by the participants taking part in the research in-text to inform readers regarding avoidance of any maladaptation towards the findings or results of the research. Other than that, the research has also maintained ethical consideration of storing participant information and their responses in the survey for 3 years after the date of submission; the researcher has decided to destroy all evidences of participant responses from possible databases.

3.9 Chapter Summary

The preceding chapter summarises the researcher's key research methodologies, approaches, philosophy, and design used to structure this study. Furthermore, the chapter elaborated on the researcher's ethical considerations, confirming the overall research method. It has provided support

for the use of positivist, deductive, and descriptive research methods, as well as specific search tactics and sample approaches. Overall, the chapter has provided a foundation upon which the full research project can be finished using conditioned techniques to justify research questions and validate study objectives.

Chapter 4: Data analysis and findings

4.1 Introduction

The following chapter aims to analyse qualitative and quantitative data through the help of MS Excel (graphical representation) and thematic analysis of secondary data. Based on the analysis, the chapter will further help in governing justification to the research questions and hence justify overall purpose of the study on a whole.

4.2 Qualitative analysis

4.2.1 Theme 1: Advantages of the remote working through digitalisation

The advent of Covid-19 has significantly maximised the potential for organisations worldwide in investing towards the adoption of remote working conditions. Most importantly administrative digitalisation has been extensively found in more than 42.3% of jobs in European countries while more than 68% of the jobs in the United States are prolifically done by remote working conditions (Feindt, 2020). It shows that work forces in the 21st century are significantly configured according to the potential labour and employment principles through remote working conditions. Companies are now competent to be able to access more dynamic and versatile talent pools spread across different geographical regions. It has also reduced operating costs by 69.8% since 2019 (Harteis, 2022). Expenses on office space and equipment has decreased by 33% since 2019. Moreover, as highlighted by Ipsenet *al.* (2021), higher morale and support have been significantly focused by the organisation as one of the major issues found in the prospect of remote working. However, with reduction of communication time and timely communication with department supervisors or hierarchical managers remote working conditions can be extensively profitable for industry 4.0 (Mangan, 2021).

It is important to note that the role of digital technology in current situations has increased the potential of work variances across separate occupations and sectors. As commented Ferreira *et al.* (2021), enterprise digital transformation solutions have been made and integral part of organisational proficiency. Daily active users and communication of entrepreneurial operations

thsoftwareares like zoom and cloud-based databashavehas increased by 76.9% as estimated in 2020 (Salento, 2018). Other than that major communicatplatformsform like Microsoft teamtheirird its usage has increased from 17.3 million users to more than 24.6 million users in 2019 and 44 million users in 2020 (Feindt, 2020). One of the most important factors governing the growth of digitalisation and administrative control over the prospect of remote working functions is increased flexibility. As minoned into the prospect of Maslow's hierarchical needs, employee satisfaction can be strongly governed by relating administrative and enterprise digital transformationa n with reduction in operating costs by 55%. Other than that communication across geoglocations location and respective international boundaries has become 2.4 times faster than conventional modes of communication (Mirakyan and Berezka, 2021). Digital contract signing and issuance ofhavevoices has become extensively easy to accesuser-friendlyer friendly interfaces. This has helped in automatic indexing and other purposes the related to maintenance of legal compliance by the company.

4.2.3 Theme 2: Digitalisation in enhancing the purpose of the organisation's functions

The basic aim of integrating digitalisation into an organisation's operation identify competitive advantage. The use of digitalisation is responsible for creatinvalue-producingng opportunities and faster competitive environment. As commented by Ferreiraet *al.* (202the 1), the application of a proper digitalisation plan lessons for reinvention and improved quality while promoting significant consistency in production and manufacturing li Advantages of utilising dynamic digitalisation within the external and internal proficiency of companies is by administering global reach through customer interactions (Mirakyan and Berezka, 2021). Other than that, as highlighted by Ipsenet *al.* (202the 1), the achievement of individual missions by creating ting connection between buyer and seller has also helped in organisations to focus on customer relationship management. Considering the marthe21scentury inin 21st century collaborative leadership has become one of the essential factothe rs for driving profitable growth of an organisation. Codemand-specificised on demand specific foundatioIpsennto, 2018). Ipsenet *al.* (2021), argued that consumer demand has extensivities lay upgraded through identification of technology information technology and perpetual innovation progress adaptation of digitally transform to business has bcost-efficient time and cost efficient for sellers or manufacturers around the world.

The prospect of digitalisation and advanced technology has enabled for the automation to be possible without the comprehension of human errors. significantly use of man and machine

interactions with extensive focus on human resource compliance have gained for the transformation to be accommodative of emerging customer demands (Feindt, 2022). Digitalisation has enabled the creation of new revenue opportunities and value-producing technology through the governance of better customer experience. It has helped in better employee engagement and sustainable supply chain management with extensive focus on business model transformation (Siegl, 2021). As opined by Ipsen *et al.* (2021), The key elements of digitalisation during the remote working conditions for organisations surrounding the world has focused by the focus on more productive and profitable outcomes while transmitting information across geographical boundaries. Through application of significant customer reception tools and communication portals through cloud-based data basis communication and administration of strategic operations have become easier for companies.

4.2.4: Theme 3: Investments by organisations to run remote working conditions

To be successful organisations' long-term remote working strategy must be implemented. Considering the challenges that enormously created and distinguish in remote working conditions after Covid-19 planning would be exceptionally important. All are of the basic factors notice for global organisation whereas towards are the proximity of investment required in anticipating research and developmental projects (Mangan, 2021). Remote working conditions specially after pandemic require focus on the availability of technology instruments and elements and equal bases to every intrinsic employee of an organisation. Consider the the establishment of a separate Information Technology unit to focus on monitoring and control of the digitalised operations with also be one of the cost-intensive operations (Mirakyan and Berezka, 2021). Other than that identification of digital capacity would require for organisation members to identify change process with direction motivation (Harteis, 2022). This again need for organisations to focus upon inclusion of transformational leadership and recruiting orientation and training managers who would helping transform process into a highly productive manner. Overall initial installation of digitalisation and information technology system within organisations' existing functions had required for organisation members and executive directors to focus on investing in her level of experience is and comfortable employee preferences.

4.3 Quantitative Analysis

4.3.1 Overview of Quantitative Analysis

The following aims to discuss the significance of digitalisation of the workplace in terms of both its challenges and its benefits. This has signified the distance working regulations for the employees at the organizations. In terms of the chief analytics of the data, it has been found that the primary application of statistical analysis has enhanced the data technologies upon the digitalisation of the workplace. In this aspect of the digitisation of the workplace, data analysis has therefore become a significant enterprise means of analyzing and therefore focusing upon the overall shape of the business decision making. This can therefore be improved through the decision making for defining the business results. Along with that, with the help of putting the overall usage of the analytical and logical reasoning, the researcher has highlighted the useful information regarding both of the benefits and the challenges of the workplace digitisation. As per its main purpose, it can be said that the data analysis has been conducted in terms of managing the understanding and therefore gaining the useful information in order to derive the knowledge from the decisions in about workplace digitisation. This chapter has therefore contained 10 questions of the survey along with its analysis.

4.3.2 Findings and Analysis

1. Do you think your organization has effectively implemented technology in their workplace procedures?

Agree	Strongly Agree	Strongly Disagree	Disagree
23	34	21	22

Analysis:

As per the analysis, it has been found out that only 23% of the people have agreed whereas only 22% of the people disagreed. On the other hand, it has also been noticed that only 34% of people

have strongly agreed and 21% have strongly disagreed with the fact that their organization has not effectively implemented technology in their workplace procedures.

2. Do you think digitization can help your organization in attracting and retaining employees?

Agree	Strongly Agree	Strongly Disagree	Disagree
30	47	11	12

Analysis:

As per this analysis, it has been known that only 30% of the people have agreed with the fact whereas only 11% of the respondents have strongly disagreed. On the other hand, 47% of the respondents have strongly agreed with the fact that digitization can help the organization to attract and retain the employees. Lastly, only 12% of people disagree.

3. Do you agree that digitization in the workplace can help your organization in earning a better annual revenue?

Agree	Strongly Agree	Strongly Disagree	Disagree
39	29	15	17

Analysis:

As per the analysis, it has been known that 39% people have agreed with the fact that digitisation within the workplace can become helpful in terms of helping the organization to earn better annual

revenue. Along with that, 29% and 15% of the respondents have strongly agreed and therefore strongly disagreed respectively with this fact. On the other hand, 17% of people showed disagreement.

4. Have you seen any growth in income due to digitization in the workplace in your company from last year?

Agree	Strongly Agree	Strongly Disagree	Disagree
40	20	19	21

Analysis:

As per this analysis, it can be said that 40% and 20% of the respondents agreed and strongly agree respectively to the fact that a serious change in the growth in the income due to digitization in their workplace has taken place from last year. On the other hand, 19% and 21% people have strongly disagreed and therefore disagreed respectively with this fact.

5. Is there any uncertainty that you have found in your workplace due to its digitization?

Agree	Strongly Agree	Strongly Disagree	Disagree
38	23	15	24

Analysis:

As per the analysis, it has been found that 38% people have agreed with the fact that there is uncertainty within their workplace due to the digitization whereas 24% of the respondents have disagreed. On the other hand, 23% of the respondents have strongly agreed and 15% of the respondents have shown strong disagreement as they feel no uncertainties are there due to digitization.

6. Do you think employees need extra training and development sessions to cope up with the digitization of the workplace?

Agree	Strongly Agree	Strongly Disagree	Disagree
43	37	11	9

Analysis:

As per the analysis, it has been seen that only 43% of the people have shown agreement and only 37% have shown strong agreement to the fact that employees have a need of extra training and the development session in order to cope up with the digitisation of the workplace. On the other hand, only 11% of the people have strongly disagreed and therefore 9% have only disagreed.

7. Do you think employees may benefit in working in a digitized workplace in your company?

Agree	Strongly Agree	Strongly Disagree	Disagree
30	26	29	15

Analysis:

As per the analysis, it has been found out that 30% of the people have strongly agreed to the fact that employees may have the benefits in terms of working in a digitized workplace in their company whereas 15% have disagreed to this fact. Along with that, 26% have strongly and lastly 29% have strongly disagreed to the fact.

8. Do you agree that your company workplace require a little bit more attention due to its digitization?

Agree	Strongly Agree	Strongly Disagree	Disagree
34	36	23	7

Analysis:

As per the analysis, it can be found out that 34% of the people have agreed to the fact that their own company workplace has a requirement of a little bit more attention due to the digitization whereas 23% have strongly disagreed to the fact. On the other hand, 36% of the people have strongly disagreed and only 7% of the respondents have shown disagreement.

9. Do you agree that the digitization of the workplace helps employees and managers in faster decision making?

Agree	Strongly Agree	Strongly Disagree	Disagree
19	30	29	22

Analysis:

As per the analysis, it can be found out that only 19% of the people have strongly agreed and 30% of them strongly agreed. On the other hand, 29% of the respondents strongly disagreed with the fact that the digitization of the workplace is helpful for the employees and managers in faster decision making. Lately, only 22% of the people have shown disagreement to the fact.

10. Do you agree that the digitization of the workplace helps employees in increased productivity, better collaboration and higher job satisfaction?

Agree	Strongly Agree	Strongly Disagree	Disagree
39	27	17	17

Analysis:

This analysis has revealed that only 39% and 27% of the respondents have agreed and therefore strongly agreed to the fact that digitization in the workplace can help the employees to increase productivity in terms of better collaboration and higher job satisfaction as well. On the other hand, 17% of people strongly disagreed and the rest 17% have shown disagreement.

4.3.3 Interpretation of the findings

From the whole chapter, it can be analyzed that the first five questions have revealed that the number of the respondents who have agreed to the respective facts have been increased. Most of the respondents have therefore felt that there has been a need of digitization in the overall revenue as well as to attract and therefore retain different levels of the employees. Along with that, it has also been shown that in terms of the uncertainties and the growth of the income most of the respondents have felt that a greater need has always been there through the different training programs in order to signify more of the regular efficiencies. Similarly, the researcher within the first five questions have also signified that the fact that there have been many less respondents who have shown complete and strong disagreement upon the aspects of the digitisation so that it can

become helpful within their own workplace in order to regulate the effective implementation of the technologies for earning a better annual revenue. Along with that, there are only some people who have shown only disagreement to the significance of the digitisation to enhance the workplace efficiency in a great manner.

On the other hand, in the rest five questions, the researcher has signified that the employee aspects have greatly been influenced by the digitisation factors and because of the digitization most of the workplaces have become more efficient. Along with that the researcher has also highlighted that most of the respondents have agreed and therefore shown strong agreement to the fact that there has been a great need of digitization to enhance the workplace efficiency. Along with that the extra training and development session should also be conducted for the employees in order to make sure that they have been effective enough in order to bring the lost efficiency to the workplace. Apart from that the researcher has also highlighted that there are only few respondents who completely show the strong disagreement within the aspects of enhancing employee satisfaction in order to bring efficiency to the workplaces. Lastly in terms of the disagreements the researcher has shown that in the 8th question only 7% of the respondents have disagreed which simply reveals the fact that there should be a great need of providing attention to the companies for its digitisation.

4.4 Chapter Summary

From the following chapter, it can be concluded that this chapter holds the significance of the data survey analysis for the digitisation of the workplace. This has therefore been signified through the leading increased productivity along with its workplace significance to enhance better decision making. Along with that, within this whole data analysis chapter, the researcher has focused upon the ten survey questions. All these questions are close-ended and they have been based upon the four multiple options of '*agree, disagree, strongly agree, strongly disagree.*' At the end of each of the questions there has been an analysis section where the researcher has highlighted the overall findings as per the outcomes of the questions. Along with that, the researcher has also signified the relevance of the experiential responses of the survey respondents as the average number of the respondents basically agreed with the aspects of the digitisation along with its employee aspect of providing them more training and the knowledge to increase more of the efficiency. On the other

hand, the researcher has also signified that within the aspect of the workplace digitisation, there has been a greater need for faster decision making to enhance the productivity of the workers. This has therefore revealed the significance of the aspects of better collaboration and higher job satisfaction as well in order to strengthen the development sessions of digitisation. No secondary help has therefore been taken in this chapter as the whole chapter has only been based upon the self-conducted survey analysis of the researcher.

Chapter 5: Conclusion

5.1 Key findings

Throughout the entire journey of the research study, it is found that what are the contributions digitalisation has made to human lives. It is also learnt that like any other thing digitalisation cannot only have all the perks or benefits, but it also comes with a set of disadvantages. in context to the growth of an organisation. however, the number of advantages that digitalisation provide is way more and has an exclusive advantage to the company and its development. it can be analysed while proceeding throughout the study of research that digitalisation for both the organisation and employees. the digital workplace can travel and transport beyond the physical existence of an office within an organisation. it is profitable and more convenient for the organisation's growth this has allowed different employees to work within an organization making the part of innovation explore and achieve the desired success for the organisation digital place where there is collaboration sharing of knowledge in different effective and new ways the best part about a digital workplace that has been understood throughout the research work is that it allows the environment and employees of a company to stay connected and have large access of news and information through the help of digital technology.

5.2 Explicit answers to research questions

Digitalisation is now a common and core concept that is known by almost every individual in society. the concept of digital technology or digitalisation in the act of almost every business profile or organisation during the period of pandemic remains within the area of confinement and limitation making the growth and development of a firm difficult. however, it is when the explosion of digitalisation came into the act and the concept of remote working was popularised. remote working is a boon in these as in this concept it allows a proper work procedure for an employee and other fellow members of the company As in allows the satisfaction of both the part

of the organisation the employees and the organisation and remove working goals hand in hand there are different works of this new digital technology that has helped in a vision, purpose and mission of the company and making. it is one of the most people tools used by organisation strategy that can actually help in the progression of the Enterprise it's furthermore focused on the usability and Profitability of digitalisation in the creative manufacturing and innovation of products and services to the customers.

5.3 Contribution of study

The most prominent contribution of the research study is that it has helped the Reader to understand about the concept of digitalisation is a bombing and uprising concept that has the capability of providing news and information news from one place to the other at literally no time. It is evident that digitalisation is one of the greatest tools of the 21st century that is being incorporated by almost every industry sector and organisation for the further development growth and progression of each company.

Digitalisation is not only restricted to a particular field of medicine Technology IT sector, but it has claimed its presence at all places starting from grocery shopping medical facilities to everything it can basically be described in the form of and probed that is you name it digitalisation have it. The other part of the contribution of the study is that it has enlightened the readers of the research work on different aspects of this research along with illuminating the pros and cons of digitalisation in the workplace. digitalisation is one of the greatest innovations of mankind that has helped people in need, especially during the period of covid 19.

5.4 Limitations

All throughout the research work, there is a discussion about the pros or advantages of digitalisation. there is also a discussion about the well-being of digitalisation in the workplace but there is very little discussion about the pitfalls of digitalisation that have contributed to the life of humans and employees of organisations in general. the limitations of digitalisation or Digital Technology has a prolonged list of complaint which requires a long period of time for a detailed discussion. however talking about the main disadvantages or limitations of digitalisation of documents and another format within organisation data security. data is one of the most crucial and vital aspects of a company that documents and encapsulates the preferences liking names president of a particular customer of the organisation. it is observed through the news of different companies that digitalisation has involved in the lack of data security providence to the users of

organisation and employees. that is also however more increase in the terrorism and crime due to the lack of data for which digital growth and development within the sector for allowing the companies to use it.

5.5 Future research

Digitalisation can be said as the future of Technology and the further transformation of work. the purpose of digital transformation within all almost every sector of business is that the aim of digitalisation Art of Technology makes the work pressure of employees and everything. through digitalisation or Digital transformation, it can be said that it has opened doors for the remote work a production which has furthermore in hands the work productivity of employees. it has also been observed while collecting information about the employees on their views of remote working is that the employees found it more convenient and more powerful as it allowed the workers of the organisation and same place of relaxation and productivity at the same time.

It is proven during the time of covid 19 that what digitalisation has and what powers it can offer has allowed finding its own reliance on an employee rather than simply reliance or focusing on the particular worker or people of an organisation. it's can also be noted that order to bring out the best of the economy within an organisation through the employee can only be achieved by the implementation of different Technology that helps in giving out quick responses.

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Appendix

Appendix 1: Survey Responses

1. Do you think your organization has effectively implemented technology in their workplace procedures?

Agree	Strongly Agree	Strongly Disagree	Disagree
23	34	21	22

2. Do you think digitization can help your organization in attracting and retaining employees?

Agree	Strongly Agree	Strongly Disagree	Disagree
30	47	11	12

3. Do you agree that digitization in the workplace can help your organization in earning a better annual revenue?

Agree	Strongly Agree	Strongly Disagree	Disagree
39	29	15	17

4. Have you seen any growth in income due to digitization in the workplace in your company from last year?

Agree	Strongly Agree	Strongly Disagree	Disagree
40	20	19	21

5. Is there any uncertainty that you have found in your workplace due to its digitization?

Agree	Strongly Agree	Strongly Disagree	Disagree
38	23	15	24

6. Do you think employees need extra training and development sessions to cope up with the digitization of the workplace?

Agree	Strongly Agree	Strongly Disagree	Disagree
43	37	11	9

7. Do you think employees may benefit in working in a digitized workplace in your company?

Agree	Strongly Agree	Strongly Disagree	Disagree
30	26	29	15

8. Do you agree that your company workplace require a little bit more attention due to its digitization?

Agree	Strongly Agree	Strongly Disagree	Disagree
34	36	23	7

9. Do you agree that the digitization of the workplace helps employees and managers in faster decision making?

Agree	Strongly Agree	Strongly Disagree	Disagree
19	30	29	22

10. Do you agree that the digitization of the workplace helps employees in increased productivity, better collaboration and higher job satisfaction?

Agree	Strongly Agree	Strongly Disagree	Disagree
39	27	17	17